

**WHAT IS CLAIMED IS:**

1. A loop material for touch fastening comprising:  
a web of nonwoven fibrous material defining a plane, the web including:
  - (a) raised areas, elevated above the plane of the web, defining loops constructed for engagement with male touch fastener elements;
  - (b) rib areas surrounding the raised areas to anchor the loops; and
  - (c) between the rib areas, planar areas that are substantially in the plane of the web.
2. A loop material for touch fastening comprising:  
a web of nonwoven fibrous material defining a plane, the web including:
  - (a) raised areas, elevated above the plane of the web, defining loops constructed for engagement with male touch fastener elements;
  - (b) rib areas surrounding the raised areas to anchor the loops; and
  - (c) between the rib areas, open areas.
3. The loop material of claim 1 or 2 wherein said rib areas comprise a polymeric reinforcing material.
4. The loop material of claim 1 or 2 wherein said rib areas extend above the plane of the web.
5. The loop material of claim 1 wherein said planar areas comprise unbonded fibers.
6. The loop material of claim 1 or 5 wherein said planar areas comprise fibers backed by a layer of a polymeric reinforcing material.
7. The loop material of claim 1 or 5 wherein said planar areas are substantially free of polymeric reinforcing material.
8. The loop material of claim 1 or 2 wherein said rib areas comprise closed members that surround said raised areas.

9. The loop material of claim 8 wherein said raised areas are polygonal and said closed members comprise polygons.

10. The loop material of claim 8 wherein said raised areas are substantially dome-shaped and said closed members comprise rings or ellipses.

11. The loop material of claim 8 wherein at least some of said closed members are tangential to each other.

12. The loop material of claim 8 wherein said rib areas further comprise connecting members extending between said closed members.

13. The loop material of claim 12 wherein said closed members and said connecting members together define a network.

14. The loop material of claim 13 wherein the open areas and network define a net material.

15. The loop material of claim 1 or 2 wherein the web comprises a carded web.

16. The loop material of claim 15 wherein said carded web comprises staple fibers.

17. The loop material of claim 3 wherein said polymeric reinforcing material is the same material as the fibrous material.

18. A loop material for touch fastening comprising:

a web of nonwoven fibrous material defining a plane, the web including:

(a) raised areas, elevated above the plane of the web, defining loops constructed for engagement with male touch fastener elements; and

(b) rib areas surrounding the raised areas to anchor the loops, the rib areas having a height of at least 0.003 inch above the plane of the web.

19. A method of forming a loop material for touch fastening, , the method comprising:
- (a) passing a nonwoven web through a nip between a flat roll and an embossing roll; and
  - (b) during step (a), applying pressure to the nonwoven web;

wherein the embossing roll includes a patterned surface comprising depressions, grooves and lands which correspond, respectively, to raised areas, rib areas and planar or open areas of the loop material, the raised areas defining loops constructed for engagement with male touch fastener elements, and the rib areas surrounding the raised areas to anchor the loops.

20. The method of claim 19 wherein said nonwoven web has a basis weight of less than about 1 osy.

21. The method of claim 19 wherein said nonwoven web has a basis weight of less than about 0.5 osy.

22. The method of claim 19 further comprising heating at least one of the rolls to a temperature of from about 250°F to 400°F.

23. The method of any of claim 19 wherein step (b) is conducted at a pressure of from about 1,000 psi to 20,000 psi.

24. The method of claim 23 wherein step (b) is conducted at a pressure of at least 10,000 psi.

25. The method of claim 19 wherein said web comprises a carded web.

26. The method of claim 19 further comprising, during step (a), passing a polymeric film through the nip with the nonwoven web.

27. The method of claim 19 wherein the pressure applied is sufficient to cause material to flow from the planar areas into the rib areas.